

LAMPIRAN 1

KARAKTRISTIK RESPONDEN

Jenis Kelamin Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Laki-laki	75	39,5	39,5	39,5
Valid Perempuan	115	60,5	60,5	100,0
Total	190	100,0	100,0	

Usia Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
17 - 22 tahun	40	21,1	21,1	21,1
Valid 23 - 28 tahun	49	25,8	25,8	46,8
29 - 33 tahun	101	53,2	53,2	100,0
Total	190	100,0	100,0	

Pendidikan Terakhir Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
SMA	71	37,4	37,4	37,4
Valid Sarjana	54	28,4	28,4	65,8
Pasca Sarjana	65	34,2	34,2	100,0
Total	190	100,0	100,0	

Pekerjaan Responden

	Frequency	Percent	Valid Percent	Cumulative Percent
Mahasiswa	72	37,9	37,9	37,9
Wiraswasta	36	18,9	18,9	56,8
Valid PNS	38	20,0	20,0	76,8
Swasta	44	23,2	23,2	100,0
Total	190	100,0	100,0	

Harga HP Terakhir yang Dibeli

	Frequency	Percent	Valid Percent	Cumulative Percent
< Rp 1.500.000	22	11,6	11,6	11,6
Rp 1.500.000 - Rp 2.500.000	41	21,6	21,6	33,2
Valid Rp 2.500.000 - Rp 3.500.000	71	37,4	37,4	70,5
> Rp 3.500.000	56	29,5	29,5	100,0
Total	190	100,0	100,0	

LSMPIRAN 2

UJI VALIDITAS

Correlations

	X1	X2	X3	X4	X5	X6	X7	X8
Pearson Correlation	1	.216**	.485**	.470**	.375**	.415**	.445**	.388**
Sig. (1-tailed)		.001	.000	.000	.000	.000	.000	.000
N	190	190	190	190	190	190	190	190
Pearson Correlation	.216**	1	.279**	.287**	.352**	.420**	.443**	.416**
Sig. (1-tailed)	.001		.000	.000	.000	.000	.000	.000
N	190	190	190	190	190	190	190	190
Pearson Correlation	.485**	.279**	1	.736**	.452**	.656**	.692**	.644**
Sig. (1-tailed)	.000	.000		.000	.000	.000	.000	.000
N	190	190	190	190	190	190	190	190
Pearson Correlation	.470**	.287**	.736**	1	.392**	.700**	.747**	.699**
Sig. (1-tailed)	.000	.000	.000		.000	.000	.000	.000
N	190	190	190	190	190	190	190	190
Pearson Correlation	.375**	.352**	.452**	.392**	1	.466**	.433**	.429**
Sig. (1-tailed)	.000	.000	.000	.000		.000	.000	.000
N	190	190	190	190	190	190	190	190
Pearson Correlation	.415**	.420**	.656**	.700**	.466**	1	.779**	.684**
Sig. (1-tailed)	.000	.000	.000	.000	.000		.000	.000
N	190	190	190	190	190	190	190	190
Pearson Correlation	.445**	.443**	.692**	.747**	.433**	.779**	1	.763**
Sig. (1-tailed)	.000	.000	.000	.000	.000	.000		.000
N	190	190	190	190	190	190	190	190
Pearson Correlation	.388**	.416**	.644**	.699**	.429**	.684**	.763**	1
Sig. (1-tailed)	.000	.000	.000	.000	.000	.000	.000	
N	190	190	190	190	190	190	190	190

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		M1	M2	M3	M4	M5	M6
M1	Pearson Correlation	1	.484**	.481**	.245**	.442**	.490**
	Sig. (1-tailed)		.000	.000	.000	.000	.000
	N	190	190	190	190	190	190
M2	Pearson Correlation	.484**	1	.406**	.279**	.665**	.583**
	Sig. (1-tailed)	.000		.000	.000	.000	.000
	N	190	190	190	190	190	190
M3	Pearson Correlation	.481**	.406**	1	.274**	.496**	.467**
	Sig. (1-tailed)	.000	.000		.000	.000	.000
	N	190	190	190	190	190	190
M4	Pearson Correlation	.245**	.279**	.274**	1	.282**	.246**
	Sig. (1-tailed)	.000	.000	.000		.000	.000
	N	190	190	190	190	190	190
M5	Pearson Correlation	.442**	.665**	.496**	.282**	1	.676**
	Sig. (1-tailed)	.000	.000	.000	.000		.000
	N	190	190	190	190	190	190
M6	Pearson Correlation	.490**	.583**	.467**	.246**	.676**	1
	Sig. (1-tailed)	.000	.000	.000	.000	.000	
	N	190	190	190	190	190	190

** . Correlation is significant at the 0.01 level (1-tailed).

Correlations

		Y1	Y2	Y3	Y4	Y5
Y1	Pearson Correlation	1	.174**	.369**	.374**	.328**
	Sig. (1-tailed)		.008	.000	.000	.000
	N	190	190	190	190	190
Y2	Pearson Correlation	.174**	1	.303**	.274**	.383**
	Sig. (1-tailed)	.008		.000	.000	.000
	N	190	190	190	190	190
Y3	Pearson Correlation	.369**	.303**	1	.323**	.329**
	Sig. (1-tailed)	.000	.000		.000	.000
	N	190	190	190	190	190
Y4	Pearson Correlation	.374**	.274**	.323**	1	.412**
	Sig. (1-tailed)	.000	.000	.000		.000
	N	190	190	190	190	190
Y5	Pearson Correlation	.328**	.383**	.329**	.412**	1
	Sig. (1-tailed)	.000	.000	.000	.000	
	N	190	190	190	190	190

** . Correlation is significant at the 0.01 level (1-tailed).

LAMPIRAN 3
UJI REALIBILITAS

Reliability Statistics

Cronbach's Alpha	N of Items
.898	8

Reliability Statistics

Cronbach's Alpha	N of Items
.817	6

Reliability Statistics

Cronbach's Alpha	N of Items
.709	5

LAMPIRAN 4
UJI STATISTIK DISKRIPITIF VARIABEL

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X1	190	2	5	3.29	.589
X2	190	2	5	3.42	.684
X3	190	2	5	3.39	.801
X4	190	2	5	3.36	.836
X5	190	2	5	3.24	.586
X6	190	2	5	3.44	.812
X7	190	2	5	3.47	.859
X8	190	2	5	3.44	.793
Valid N (listwise)	190				

Descriptive Statistics

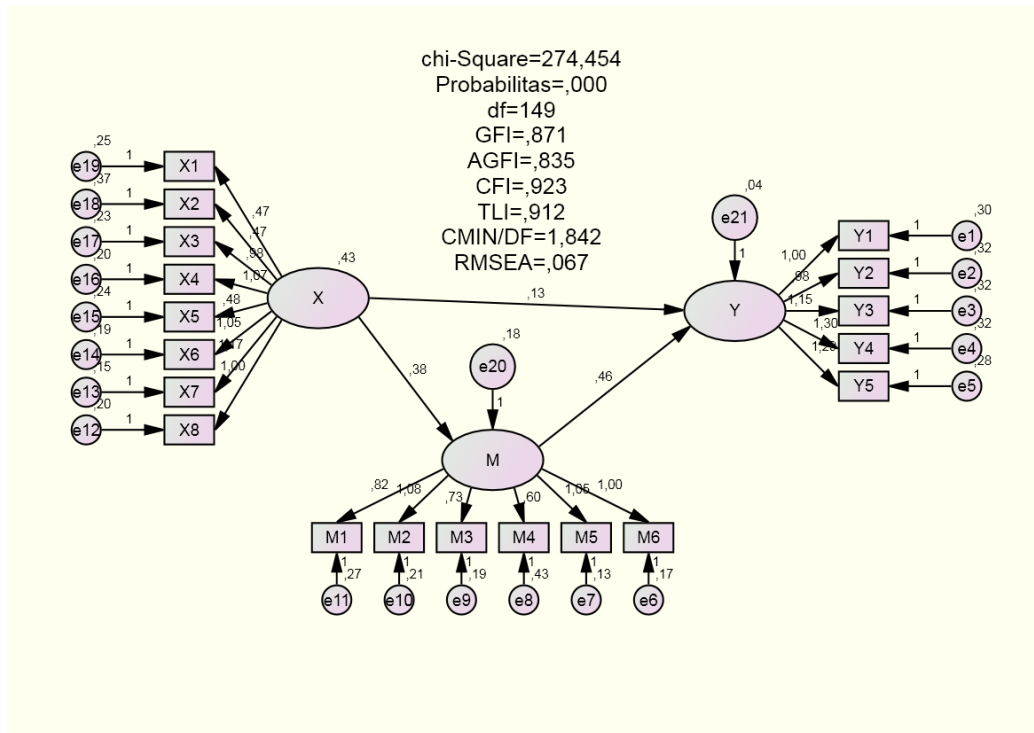
	N	Minimum	Maximum	Mean	Std. Deviation
M1	190	2	5	3.36	.658
M2	190	2	5	3.43	.707
M3	190	2	5	3.35	.568
M4	190	2	5	3.42	.721
M5	190	2	5	3.31	.629
M6	190	2	5	3.34	.646
Valid N (listwise)	190				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Y1	190	2	5	3.33	.650
Y2	190	2	5	3.38	.662
Y3	190	2	5	3.28	.693
Y4	190	2	5	3.31	.721
Y5	190	2	5	3.25	.688
Valid N (listwise)	190				

LAMPIRAN 5

MODEL AWAL



LAMPIRAN 6

DEGREE OF FREEDOM

Computation of degrees of freedom (Default model)

Number of distinct sample moments:	190
Number of distinct parameters to be estimated:	41
Degrees of freedom (190 - 41):	149

LAMPIRAN 7

UJI NORMALITAS

Assessment of normality (Group number 1)

Variable	min	max	skew	c.r.	kurtosis	c.r.
X1	2,000	5,000	,604	3,399	,501	1,411
X2	2,000	5,000	,237	1,333	-,124	-,349
X3	2,000	5,000	,178	,999	-,405	-1,139
X4	2,000	5,000	,329	1,850	-,416	-1,170
X5	2,000	5,000	,216	1,216	,098	,276
X6	2,000	5,000	,175	,985	-,456	-1,283
X7	2,000	5,000	,333	1,874	-,599	-1,685
X8	2,000	5,000	,255	1,432	-,377	-1,062
M1	2,000	5,000	,346	1,948	,050	,142
M2	2,000	5,000	,172	,968	-,186	-,524
M3	2,000	5,000	,531	2,989	,029	,081
M4	2,000	5,000	,362	2,039	-,125	-,350
M5	2,000	5,000	,294	1,652	,099	,278
M6	2,000	5,000	,484	2,725	,231	,649
Y5	2,000	5,000	,127	,716	-,151	-,426
Y4	2,000	5,000	-,105	-,591	-,474	-1,334
Y3	2,000	5,000	,421	2,368	,211	,593
Y2	2,000	5,000	,157	,884	-,124	-,349
Y1	2,000	5,000	,257	1,449	,031	,088
Multivariate					,517	,126

NORMALITAS AMOS ADALAH NILAI MULTIVARIATE -2,56 - 2,56

LAMPIRAN 8

UJI MAHALANOBIS

Observations farthest from the centroid (Mahalanobis distance) (Group number 1)

Observation number	Mahalanobis d-squared	p1	p2
177	35,967	,011	,869
3	34,766	,015	,777
97	33,099	,023	,824
53	32,871	,025	,698
176	32,803	,025	,528
95	32,550	,027	,410
6	32,102	,030	,358
118	30,775	,043	,567
96	30,634	,044	,466
4	30,411	,047	,398
182	29,616	,057	,520
101	29,350	,061	,486
181	29,245	,062	,403
7	28,302	,078	,622
180	27,159	,101	,873
109	27,090	,103	,829
143	26,948	,106	,801
91	26,909	,107	,738
8	26,810	,109	,691
106	26,695	,112	,649
63	26,646	,113	,580
117	26,318	,122	,629
99	25,854	,134	,735
90	25,821	,135	,672
54	25,814	,135	,594
49	25,805	,136	,514
133	25,635	,141	,509
132	25,404	,148	,536
89	25,315	,150	,497
2	25,248	,153	,449
27	25,082	,158	,451
136	24,917	,163	,454
128	24,858	,165	,407
102	24,700	,171	,410
35	24,288	,185	,546
12	24,253	,187	,489
43	24,071	,193	,511
163	23,997	,196	,477
68	23,990	,197	,409

Observation number	Mahalanobis d-squared	p1	p2
175	23,876	,201	,399
93	23,858	,202	,341
72	23,443	,218	,493
86	23,211	,228	,552
108	23,165	,230	,509
111	23,033	,236	,516
41	22,979	,238	,479
131	22,854	,244	,482
171	22,853	,244	,417
19	22,571	,257	,514
87	22,524	,259	,475
79	22,384	,266	,492
159	22,214	,274	,528
50	21,956	,286	,618
184	21,657	,302	,725
92	21,377	,316	,808
48	21,357	,317	,772
74	21,273	,322	,764
5	21,205	,326	,749
31	21,132	,330	,736
162	21,070	,333	,716
161	21,003	,337	,700
188	20,960	,339	,670
178	20,890	,343	,655
70	20,778	,349	,665
9	20,772	,350	,612
103	20,730	,352	,579
1	20,643	,357	,575
153	20,603	,359	,541
185	20,498	,365	,551
84	20,466	,367	,512
115	20,404	,371	,493
75	20,359	,373	,463
17	20,343	,374	,415
172	20,296	,377	,387
122	20,290	,377	,335
173	20,092	,389	,405
190	19,822	,405	,529
21	19,784	,408	,496
156	19,737	,411	,469
160	19,479	,427	,588
139	19,436	,429	,560
119	19,156	,447	,690
13	19,134	,448	,651
155	18,947	,460	,716

Observation number	Mahalanobis d-squared	p1	p2
24	18,929	,461	,677
169	18,897	,463	,644
141	18,860	,466	,615
149	18,655	,479	,696
47	18,636	,480	,656
25	18,559	,485	,654
151	18,493	,490	,645
120	18,452	,492	,618
114	18,449	,493	,563
107	18,443	,493	,510
62	18,437	,493	,457
129	18,346	,499	,465
187	18,294	,503	,445
60	18,288	,503	,393
46	18,260	,505	,357
152	18,242	,506	,316

UJI MAHALONOBIS DIKATAKAN LOLOS APABILA P1 & P2 TIDAK ADA YANG BERNILAI DIBAWAH 0,05 SECARA BERSAMA-SAMA

LAMPIRAN 9

UJI HIPOTESIS

Regression Weights: (Group number 1 - Default model)

	Estimate	S.E.	C.R.	P	Label
M <--- X	,381	,062	6,153	***	par_17
Y <--- M	,461	,088	5,254	***	par_18
Y <--- X	,130	,047	2,770	,006	par_19
Y1 <--- Y	1,000				
Y2 <--- Y	,978	,195	5,013	***	par_1
Y3 <--- Y	1,145	,203	5,637	***	par_2
Y4 <--- Y	1,298	,220	5,900	***	par_3
Y5 <--- Y	1,287	,218	5,913	***	par_4
M6 <--- M	1,000				
M5 <--- M	1,046	,091	11,523	***	par_5
M4 <--- M	,601	,114	5,266	***	par_6
M3 <--- M	,732	,087	8,434	***	par_7
M2 <--- M	1,082	,105	10,332	***	par_8
M1 <--- M	,817	,100	8,199	***	par_9
X8 <--- X	1,000				
X7 <--- X	1,173	,076	15,506	***	par_10
X6 <--- X	1,049	,075	14,035	***	par_11
X5 <--- X	,477	,062	7,640	***	par_12
X4 <--- X	1,073	,077	13,947	***	par_13
X3 <--- X	,979	,076	12,884	***	par_14
X2 <--- X	,472	,074	6,362	***	par_15
X1 <--- X	,473	,063	7,510	***	par_16

Standardized Direct Effects (Group number 1 - Default model)

	X	M	Y
M	,504	,000	,000
Y	,247	,663	,000

Standardized Indirect Effects (Group number 1 - Default model)

	X	M	Y
M	,000	,000	,000
Y	,334	,000	,000

LAMPIRAN 10

MODEL MODIFIKASI

